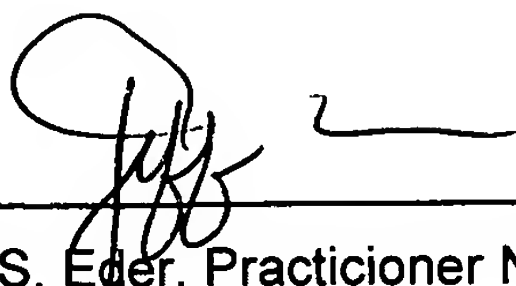


R marks

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

Dated: 12/22/2003



Jeff S. Eder, Practitioner Number 52,849

Marked up original:

7. (amended) The system of claim 2 where the one or more tools for organization management include composite variables, element vectors, real option models, component of value models, market value models, enterprise network models, an intangible asset valuation system, optimization models, organization network models, simulation models, an organization ontology and combinations thereof.

9. (amended) The system of claim 1 where the framework also supports organization management by enterprise, category of value, element of value or component of value or combinations thereof.

20. (amended) An intangibles system, comprising.

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

~~value intangible assets for an organization.~~

use organization related data to create tangible performance indicators for intangible elements of value,

identify the causal performance indicators by element of value before summarizing them into concrete measures of element performance, and

use said measures to complete useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, option discount rate calculations, simulations, valuations and combinations thereof.

21. (amended) The system of claim 20 where the intangible ~~asset~~elements of value are alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual property, partnerships, processes, vendors, vendor relationships and combinations thereof.

22. (original) The system of claim 20 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

~~23. (amended) The system of claim 20 where asset valuations are the sum of asset impacts on organization categories of value net of any impacts on other organization~~

~~assets.~~(amended) The system of claim 20 where the tangible performance indicators are selected from the group consisting of transaction ratios, transaction trends, transactions, transaction averages, transaction data, time lagged transaction ratios, time lagged transaction trends, time lagged transaction averages, time lagged transaction data, transaction patterns, geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling average time period, cumulative total values, the period to period rate of change in value, the rolling average value and combinations thereof.

24. (amended) The system of claim 2320 where the categories of value concrete measures of element performance are current operation, real option, market sentimentselected from the group consisting of value drivers, equations, logical combinations of indicators, vectors and combinations thereof.